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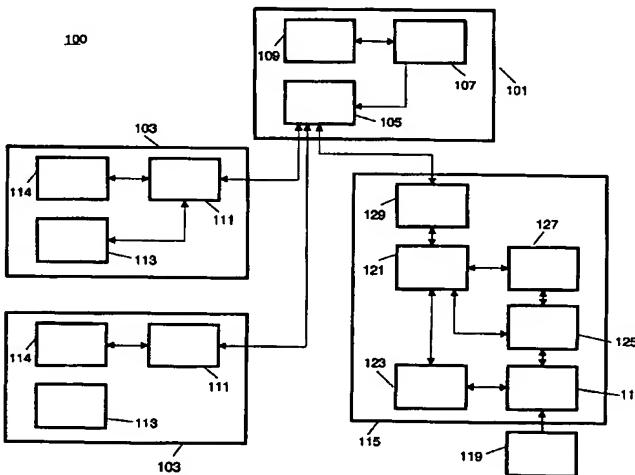
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(54) Title: INTRODUCING NEW CONTENT ITEMS IN A COMMUNITY-BASED RECOMMENDATION SYSTEM



(57) **Abstract:** The invention relates to a method of operating with content items, generating of a user preference profile, and introducing new content items in a community-based recommendation system. A virtual user terminal (115) determines a new user preference profile when detecting the availability of a new content item. The virtual user terminal (115) comprises an initialization processor (123) which sets a preference value in the user preference profile for the new content item. The virtual user terminal (115) further comprises a relation processor (125) which determines related content items, and a profile processor (127), which sets preference values in the user preference profile associated with the at least one related content item. Hence, an association is formed between the first content item and the related content items, thereby linking the new content item to existing content items, and thus increasing the probability that the new content item is recommended.

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